

OUTDOOR RECREATION TASK FORCE

MEETING MINUTES

Thursday, May 13, 2004

10:00 a.m. – 3:00 p.m.

State Capitol Complex, East Building

MEMBERS/ASSOCIATE MEMBERS PRESENT

CURTIS, Wes	Governor's Office - State Planning Coordinator
MORGAN, Bob	Department of Natural Resources
KORENBLAT, Ashley	Western Spirit Cycling – President
GRIFFITH, Sheri	Sheri Griffith Expeditions - Owner/CEO
ZUMWALT, Glen	Big Pine Sports Inc. - President
STOWELL, Dennis	Iron County Commissioner
METCALF, Peter	Black Diamond Equipment - CEO/President
MCKEE, Mike	Uintah County Commissioner
OKERLUND, Ralph	Sevier County Commissioner
CUTLER, Riley	Wasatch Touring - Owner/Manager
REEDER, Dean	DCED, Div. of Travel Development
TULIUS, Mary	DNR, Div. of Parks and Recreation
HARMSSEN, Steve	Salt Lake County Council
RASMUSSEN, Roody	PETZ: America
STEVENS, Lynn	San Juan County Commissioner
WALTERS, Clara	GOPB - Staff

GUESTS PRESENT

MCKEACHIE, Gayle	Lt. Governor
MACKEY, Craig	Outdoor Industry Assoc.
MEYER, Ed	DCED
KITCHILL, Kate	BLM
CARTER, Kevin	SITLA
ANDREWS, John	SITLA
CHRISTY, Kim	SITLA
BANKS, Don	BLM
GOREHAN, Dennis	AGRC

I. Call To Order/Introductions

Wes Curtis called the meeting of the Outdoor Recreation Economic Ecosystem Task Force to order.

Introductions of those present were made and the minutes of the previous meeting reviewed. Minor corrections were noted and Peter Metcalf made a motion to approve the minutes, Mike McKee seconded the motion and the vote was unanimous.

II. Update on Wilderness Initiative – Lt. Governor McKeachnie

The Lt. Governor told the group Washington County was ready to start holding meetings on the issues the Task Force discussed at the last meeting. The first meeting will be around the first or second week of June. He also let the group know Randy Johnson is the contact person.

III. Outdoor Retailers Trade Shows Discussion (not on Agenda) - Peter Metcalf

Peter Metcalf spoke of the Outdoor Industry Association's need to find a venue that will hold the growth of Trade Shows coming to Utah. July is the target date to get a commitment to expand the Salt Palace or the OIA (Outdoor Industry Association) will need to start looking at other sites to hold shows. The two (summer and winter) Retailers Outdoor Trade Shows are expanding so quickly they are steadily pushing the limits of the space at the Salt Palace. Peter asked the Task Force if they would consider supporting the OIA in obtaining a commitment to expand the Salt Palace and an extended time commitment from OIA.

The Task Force vigorously discussed what Peter had proposed and came up with the consensus that the "Shows" are important to Utah, and the Task Force could help foster participation of shows. Further investigating needs to be done and it would be prudent to look into the matter further.

IV. Mission Statement and Strategic Planning – Lt. Governor McKeachnie

The Lt. Governor reviewed the ideas created at the last meeting concerning the "Mission Statement" and after discussion the Task Force agreed their Mission Statement should say:

To foster a vibrant outdoor recreation economy, powered by appreciation and sustainable use of Utah's spectacular natural landscapes.

The success of which will be measured by:

1. *The internet presence as measured by _____*
 - If the focus is on the internet, it's assumed there's more presence on the internet and that will help accomplish the mission.
(Ashley / Steve fill in the blank for the next meeting).
2. *Gross spending on outdoor recreation and related tourism.*
 - A baseline is needed to measure the spending.
(Wes / DCED do homework on baseline)
Tax Com and WFS has information
3. *Number of jobs and businesses connected with outdoor-related industry.*
4. *Enhance quality of outdoor recreational experience measured by surveys*
5. *Identification and listing of crown jewels and positively affecting the long-term sustainability*
6. *Creation of the strategy by which Utah can be put on the world outdoor recreation map*

The measurement list in order of importance was:

- Crown Jewels
- Jobs
- Gross Spending
- Quality
- Mapping
- Internet
- Increase knowledge and pride in Utah's outdoor recreation assets.

The Task Force then discussed how to accomplish the mission. They found 3 good ways to implement it.

1. Identification and listing of places that are special and unique (Crown Jewels)
 - a) Survey public
 - b) Get information from land managers
 - c) other
2. Study issues related to them
 - a) Prioritize jewels and organize
3. Make a plan

Break for Lunch

V. AGRC Mapping and Data Presentation – Dennis Gorehan

Dennis gave a presentation and overview of GIS mapping capabilities and told the Task Force that Utah was one of a few states where all counties were involved with GIS mapping.

The information has been collected since the 1970s. Several agencies in the state and federal government have become stewards of gathering the data.

The interactive map at www.recreation.gov has capabilities of zooming in to identify locations and will also show pictures. It is linked to agencies and other sites and would be perfect for mapping the Crown Jewels.

Using Geographic names and systems, there are 60,000 places in Utah that can be described as Crown Jewels. Maps can be customized, printable, and show aerial photos. There are many ways to use searches to access the website and can be a huge resource for the Outdoor Recreation group. The information can be tracked, printed, and noted how often the sites are accessed. Experiences at locations could be written on the website to give information to those who want to visit sites and could be maintained on the website.

It was noted that the Task Force wanted to be sure the sites they promote are ready for accessing.

VI. Crown Jewel Identification / Strategy Development – Craig Mackey Wes Curtis

Craig went over the items he has been working on.

1. Sent email to the Task Force to send him some data base groups
2. Networking with instate agencies to find the best way to pull the database together within the agencies.
3. Working with federal agencies, BLM, Fish & Wildlife to get information from their databases.
4. Working within the industry contacts to garner database information from them.

Many of the key people have been identified, now the information needs to be received, put together, and then synthesize the information into one database. The database will contain contacts within the state.

Wes gave the group a handout titled “Regional Working Groups” and discussed coming up with a state outdoor strategic plan. Some of the items it covered were how to promote and stimulate business opportunities, how to get people the information, how to accommodate amenities, and how to provide public service, among others. A good way to accomplish some of the items is to bring people together from regional areas.

Ideas that came from the discussion were:

1. Use the Task Force as the regional working group
2. Define a short and long term strategy
3. Use county meetings to promote the strategy of the Task Force.
4. Do PR campaign to get the survey on the web and filled out.
5. Identify several projects or sites within the state and then meet with AOGs to get input from them.

Through the discourse of the meeting it was decided to begin by having a few members of the Task Force go to a county commission meeting to demonstrate what the Task Force is working on, have Dennis show his mapping presentation, then explain how their county can benefit, and finally request input from the commissioners. Next, meet together, go over what was gathered at the county meeting, and prepare a report to the Task Force. Next, the group can consider attending a meeting of the AOGs.

While attending county meetings, the group needs to continue on with preparing the letter, having the survey put on the web (Ed Meyer offered DCED’s website), sending the letter out to organizations and doing a press release.

A motion was made to meet June 9th in Kanab as part of a regional AOG meeting, giving them a presentation concerning what the Task Force is doing. Next, prepare a report from what was learned. Parallel with it get a letter and survey out to organizations. Place the survey on the web and send a press release to new media to get public input. Finally make cards or posters to go with the survey. Dennis seconded the motion and all were in favor.

Ashley made a motion to have Wes and Craig distribute the survey and do the press release. Glen seconded the motion and all were in favor.

USU Report – Wes Curtis

Wes reported about his visit to Utah State University. They offered services for a fee. He passed out the report to the members.

Adjourn – 3:00 p.m. The next meeting will be announced at a latter date.

ACTION ITEMS

- *The internet presence as measured by _____*
(Ashley / Steve fill in the blank for the next meeting)
- *Gross spending on outdoor recreation and related tourism*
A baseline is needed to measure the spending.
(Wes / DCED do homework on baseline)
- A few members plus Dennis Gorehan meet at the 5 County AOG meeting on June 9th and do presentation, then draft a report on their findings
- Send letter and survey out to organizations from the database Craig is gathering (Ed Meyer suggested DCED's website for the survey)
- Press release to get public involvement
- Give a presentation to the Utah Association of County Commissioners meeting in July
- Have all the things done concerning the Crown Jewels by November and be ready to meet with the Governor to show what the Task Force has accomplished